

National Carbon Company, Inc.

Executive and General Sales Offices

30 East 42nd Street, New York, N. Y.

District Offices

CHICAGO

KANSAS CITY

NEW YORK

SAN FRANCISCO

National Carbon Company manufactures, under the trade name Eveready, a complete line of radio "A," "B" and "C" batteries. "B" batteries fall into three broad classifications,—portable, large and heavy duty. In each class there is a preferred or *standard* type of battery, best

EVEREADY Radio Batteries

suited to the conditions generally encountered in service. In addition to the standard "B" batteries, there are a number of *special* "B" batteries in each class which meet some special requirements or fit in the cabinets of certain receivers which will only accommodate this type.

Dealers should keep in mind the fact that Eveready heavy duty batteries (No. 770 and No. 486) give much longer life than smaller and lighter weight batteries of equal voltage. They should, therefore, always be recommended where long life, maximum satisfaction and economical operation are considerations which outweigh the factor of low first cost.

Those "B" batteries, listed below, which are marked with an asterisk are *standard*. All other "B" batteries are *special*. Some of these batteries, it will be noted, are listed as being both "B" and "C" batteries, the battery being used as a "C" battery under special conditions. The letter in parenthesis

indicates whether the battery is a portable, large or heavy duty type.

Eveready Dry Cell Radio "A" Battery, No. 7111

—Developed by our laboratories especially for use with dry cell vacuum tubes. Full directions and diagrams for connecting Eveready No. 7111 Dry Cell Radio "A" battery for the various dry cell tubes are printed on the jacket of each battery. Diameter 2½ in., height 6 in.

List Price

No. 7111 Radio "A" Battery..... †\$1.50

Dealers Note: For further detailed information and trade prices, ask your jobber.

Catalog No.	Type	Voltage	Length, in.	Width, in.	Height, in.	Weight	List Price, Each
763	B (P)	22½	3¾	2½	29½	13 oz.	†\$1.50
768	*B or C (P)	22½	4½	29½	2¾	1 lb. 9 oz.	1.75
766	*B or C (L)	22½	6¾	4½	3½	4 lb. 10 oz.	2.00
779	B or C (L)	22½	4½	3½	7½	4¾ lb.	2.75
767	B (L)	45	8	6¾	3½	8 lb. 11 oz.	2.75
772	*B (L)	45	8¾	3½	7½	9 lb.	2.95
485	*B (L)	45	8¾	3½	7½	9½ lb.	4.00
770	*B (H)	45	8¾	47½	7¾	13¾ lb.	4.25
486	*B (H)	45	8¾	47½	7¾	14¼ lb.	.50
771	*C	4½	4	1¾	3	14 oz.	

*List prices quoted are for anywhere in the United States.

†Standard Batteries.

‡Not carried in stock but can be obtained by special order.



No. 485



No. 7111



No. 772



No. 486



No. 768



No. 771



No. 770

EVEREADY COLUMBIA DRY CELLS AND HOT SHOT BATTERIES

The largest laboratory devoted to dry cell research experiments continuously to make Eveready Columbia Dry Batteries "last longer." Every little while it discovers a way to add power and hours! Many notable improvements have been made such as encasing Eveready Columbia Hot Shot |

EVEREADY

COLUMBIA

Dry Batteries

Batteries in steel containers making them super-durable and impervious to water. The Eveready Columbia Ignitor Dry Cell has also been developed to the point where it stands supreme for all general dry battery uses.

Dealers Note—For further detailed information and trade prices ask your jobber.

Eveready Columbia Ignitor Dry Cell

A special high grade cell designed for all classes of heavy duty service. It is particularly adapted for door bells, buzzers, signal systems, heat regulators, gas engine ignition, lanterns, in fact, any service where a reliable long life battery is needed. When used for ignition purpose this battery assures a hot spark and renders dependable service.

The Columbia Ignitor is made of the best raw materials, properly proportioned; has low internal resistance and an unusually heavy discharge; stands idle unusually long with very slight deterioration.

Regularly furnished with round jacket and thumb nut binding posts. When specified, Fahnestock spring clips will be furnished at no additional charge.

Dimensions—Height, 6 in.; diameter, 2½ in.

Weight—2¼ lb.

*List Price, each.....\$.45

Columbia Gray Label Dry Cell

The Columbia Gray Label is designed especially for telephone and light drain service.

Regularly furnished with round jacket and thumb nut binding posts. When specified, Fahnestock spring clips will be furnished at no additional charge.

Dimensions—Height, 6 in.; diameter, 2½ in.

Weight—2¼ lb.

*List Price, each.....\$.35

The first practical flashlight ever made was an Eveready. Eveready Flashlight Batteries were the first perfected. The miniature Mazda lamp for flashlights was developed by Eveready. All tried-and-true flashlight features that insure long, trouble-proof service were pioneered by Eveready.

EVEREADY

FLASHLIGHTS

& BATTERIES

Features

Here are some of the reasons why Eveready leads in the flashlight field in quality:

1. Most all Eveready Flashlights are equipped with a metal ring in the end cap for hanging up flashlight when not in use. An exclusive Eveready feature.

2. Safety-lock switch which prevents accidental lighting and wasting of current.

3. Focusing device, in long-range lights, which gives widespread beam or narrow, long-range beam

Eveready Columbia Hot Shot Batteries

For all purposes requiring four or more dry cells in series these batteries are recommended. They are particularly adapted for tractors, small automobiles, motor boats, gas engines, blasting, fire and burglar alarms, gongs, bells, signals, small lights, camps, etc.

Because of their rugged steel construction they are super-durable and impervious to water. The handsomely lithographed steel case makes them particularly adaptable for very attractive store display.

Below is a table showing sizes, voltages, weights, packing and prices of Hot Shot batteries. The second figure of the battery number indicates the number of cells in the battery, and the last figure indicates whether the cells are arranged in one row or two.



Example—Battery No. 1461; the second figure 4 indicates that the battery contains four cells and the last figure 1, indicates they are arranged in one row, thus this type battery is of a rectangular shape.

Cat. No.	Voltage	Size, in.			Standard box	Wt. per box, lb.	*List Price, each
		Length	Width	Height			
1461	6	10 7/16	2 3/4	6 3/4	12	126	\$2.30
1462	6	5 3/8	5 3/8	7 1/8	6	66	2.30
1561	7 1/2	13 1/4	2 3/4	7 1/8	8	115	2.70
1562	7 1/2	7 7/8	5	6 3/4	8	105	2.70
1662	9	7 13/16	5 1/4	6 3/4	8	124	3.25

Note—Types 1461, 1462, 1562 and 1662, are furnished in steel case construction. Type 1561 is supplied in fibre container.

*List prices slightly higher in extreme western states.

All Eveready Flashlights, irrespective of type or size, are practical utility lights. There are no "novelty" items in the Eveready line.

Eveready Flashlights meet every need for light—indoors and out.

Portable light in its safest and most convenient form.

at the twist of a wrist.

4. Ribbed grip in either nickel or ribbon-black finish.

5. Octagonal lens ring which prevents rolling when you put the flashlight down.

6. All cases seamless brass tubing—eliminating warping or shrinkage.

7. Many cases finished in attractive durable colors and equipped with real shock absorber.

8. Guarantee of material and workmanship.

(Continued on Next Page)

EVEREADY FLASHLIGHTS AND BATTERIES (Continued)

LIST PRICES OF EVEREADY FLASHLIGHTS (LESS BATTERY)

Flashlight Case No.	Finish	Size, in.	List Price, Cases & Lamps Less Battery	Unit Cells and Lamp Required		
				†Unit Cell		Lamp No.
				No.	No. per Case	
2602*	Black	5 $\frac{1}{8}$ x 1 $\frac{1}{8}$	\$0.95	935	2	1197
2604*	Black	6 $\frac{1}{8}$ x 1 $\frac{1}{8}$.80	950	2	1198
2605		6 $\frac{1}{8}$ x 1 $\frac{1}{8}$	1.05			
2612	Black	9 $\frac{1}{8}$ x 1 $\frac{1}{8}$	1.45	950	3	1193
2660	Black	5 $\frac{1}{8}$ x 1 $\frac{1}{8}$	1.05	935	2	1197
2616*	Black	6 $\frac{1}{8}$ x 1 $\frac{1}{8}$	1.30	950	2	1198
2619*	Black	8 $\frac{1}{8}$ x 1 $\frac{1}{8}$	1.70	950	3	1193
2671	Black	7 $\frac{1}{8}$ x 1 $\frac{1}{8}$	1.30	950	2	1161
2672*	Black	9 $\frac{1}{8}$ x 1 $\frac{1}{8}$	1.70	950	3	1162
2642*	Black	9 $\frac{1}{8}$ x 1 $\frac{1}{8}$	2.70	950	3	1162
2645	Nickel	14 $\frac{1}{8}$ x 1 $\frac{1}{8}$	4.50	950	5	1163
2685	Black	7 $\frac{1}{4}$ x 3 $\frac{1}{8}$	2.80	950	2	1161

* Also made in nickel-plated finish. † For list prices of unit cells, see table at right.

LIST PRICES OF EVEREADY UNIT CELLS

Catalog No.	No. of Cells	Size, in.	List Price, each
935	1	1 $\frac{3}{8}$ x 1 $\frac{1}{2}$	\$0.10
950	1	2 $\frac{1}{4}$ x 1 $\frac{1}{2}$.10
705	3	7 $\frac{1}{4}$ x 1 $\frac{1}{2}$.30
706	2	4 $\frac{1}{2}$ x 1 $\frac{1}{2}$.15
750	2	2 $\frac{1}{2}$ x 1 $\frac{1}{2}$ x 1 $\frac{1}{8}$.15
790	2	4 $\frac{1}{8}$ x 1 $\frac{1}{2}$.20
791	2	3 $\frac{1}{8}$ x 1 $\frac{1}{2}$.20

EVEREADY UNIT CELLS

Eveready Unit Cells are full of life—made by the world's largest makers of dry cells to conform to the highest standards of performance.

Made in only two sizes, they fit any tubular case

requiring two or three cells.

These cells may also be used in various types of lanterns that are on the market.

Assembled batteries as listed are also available.

EVEREADY FLASHLIGHTS IN DISPLAY PACKAGES

Catalog No.	Unit package Contents	List price per unit package without batteries	Unit package quantity
2 (Penlight)*	3 nickel, 3 cream, 6 green	\$ 9.00	12
21 (Color)	1 each (No. 2602—old rose and blue) 1 each (No. 2605—red and blue) 3 each (No. 2671—red and blue) 2 each (No. 2697)	15.40	12
30 (Black)	4 No. 2604 1 No. 2616 4 No. 2671 2 No. 2672 1 No. 2697	14.90	12

* Uses No. 706 Battery and Lamp No. 1180.

EVEREADY FLASHLIGHTS IN COLOR

Catalog No.	Color and type	List price (case and lamp less battery)	*Unit package quantity	Unit Cells and Lamp Required		
				Unit Cell		Lamp No.
				No.	No. per Case	
2602	Old rose or blue—baby tubular	\$0.95	4	935	2	1197
2605	Red or blue—2-cell tubular	1.05	4	950	2	1198
2671	Red or blue—2-cell focusing	1.30	4	950	2	1161
2697	Khaki—2-cell Boy Scout	1.80	4	950	2	1161

* A unit package contains one color only.

